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National College of Art and Design

## **The Role of Advertising in Marketing**

A Thesis submitted to the Faculty of

History of Art and Design

and Complimentary Studies

in Candidacy for the Bachelor of Design

in Visual Communication

by

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March 1991

The role of advertising in marketing.

Everyone has experienced advertising.

Robert L. Heath

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## Preface

Many people gave generously of their time in order that I might learn something about the worlds of marketing and advertising.

Among those who helped were, Terry Bannon (graphic designer); George Gaffney (of Gaffney McHugh advertising); Stephen O'Neill (Siemens Ltd); Michael Bolger (Irish International Advertising and Marketing Ltd.); and John Riordain (Park PR). Also of assistance were, Aisling nic an tSithnigh (Information Officer IDA Ireland), and Joe Blake from the Irish goods Council.

Special thanks must be given to Paul Byrne (managing director of Sitronic Teoranta) who gave me access to both his computer and opinions on the hazards of taking the marketing jargon too seriously.

The assistance offered by my tutors was equally generous and so my thanks go to Siubhan Barry (first term) and Dr Frances Ruane (terms two and three).

Finally, I must add that the most important aspect of this essay lies not in the words written herein. The learning has been on a broader and undoubtedly more important scale than that.

Nell Cutliffe,  
Visual Communications,  
Fourth Year,  
1991.



## Introduction

The following essay looks at marketing in a general context. The role and definition of marketing are examined, as is the necessity of advertising as a means of informing the public.

Advertising, Jenkins argues, (ref 3), becomes necessary when 'there are many potential customers existing at a distance from a manufacturer who is capable of supplying a large market'. As technology improved so too did the means of production and distribution. The end result was a larger market potential which required the use of advertising or promotion to inform the possible consumers.

There are many challenges facing the advertising agency and there are many decisions to be met. These will be looked at in chapter two.

Chapter three makes special reference to a selection of three newspaper advertisements promoting Mitsubishi consumer goods. In order to give these advertisements context, I have included advertisements by Thorn EMI which also relate to consumer goods and also an advertisement by Siemens who are informing the industrial market segment of their telephone.

(Please note that as this advertisement is with the printers, it was impossible to get a colour copy, and apologies are made for the poor quality of the reproduction included. However, this advertisement may be seen in the 'Sunday Business Post', 17/3/'91).

'What makes people buy?' This is a simple and essential question, given the context of this essay. It will be seen that the consumer acts on a blend of emotional and rational factors. It is to product reliability and cost that the rational factors may be satisfied. The emotional factors are perhaps more difficult to meet. One way of doing so is by developing a brand identity which, through time gives the consumer certain associations and

expectations of that brand.

The underlying theme of this essay is that of balance. Balance between those involved in the marketing and advertising agencies must be maintained. The decisions made - by any decision maker - are invariably a compromise. There are no rules about what constitutes a balanced mix. It depends on many factors such as the objectives, the product, the market and the people concerned. There must be constant communication between the marketing people, the creative designers and the production engineers.

Please note that, for the purpose of this essay the term 'firm' is used to denote a body which seeks to introduce a marketing strategy into its organization.

Also, whilst the author appreciates that advertising agencies promote services as well as products, it is the latter with which this essay is concerned. Or to be more specific, the consumer products of Mitsubishi as portrayed in the three selected advertisements.

There is reference made to the industrial marketing approach of Siemens. This is included to remind the reader that the type of advertisement is determined by the result of diagnosis of the firm, product and market segment at which the product is aimed. Those involved in consumer and industrial marketing must consider all these factors. The difference between the two groups lie in the different means by which they will promote their product.

## Chapter 1

The marketing system in history

Marketing is a comparatively recent concept. Prior to marketing there was only 'selling', i.e. selling goods and services without first finding out what people really wanted to buy. While some things have always been made to meet certain requirements, the practice of finding markets for something or then producing goods for markets persisted until about fifty years ago. The result was that the customer had little or no choice. The limitations came with the introduction of competition provided by modern technology, transportation and a more efficient means of distribution. There is no time necessary to produce what people wanted to buy, as long as they could be found profitably. And as business became more market-oriented, the transition did not spare farming, for although marketing originated in the UK from the turn of the twentieth century, it was not until after World War Two that marketing and market research developed in detail and then later in Ireland. By the 1950s there was greater employment and people had the power to spend. This created a buyer's market in which suppliers had to supply goods that matched the demand.

The marketing system

According to McGinnis (2011), the marketing system could be described as that process through which two organisations achieve legitimate goals by adjusting the product, price, place and the promotion of its distribution. These organisations might not effectively achieve their goals unless working in the right kind and extent of resources will tend to be the more successful. Those who fail to adapt to consumers' needs and wishes voluntarily fail.



## MARKETING

### Why marketing became necessary.

Marketing is a comparatively modern concept. Prior to marketing there was only 'selling', that is, selling goods and services without first finding out what people really wanted to buy. While some things have always been made to customers' requirements, the practice of finding markets for goods rather than producing goods for markets persisted until about fifty years ago. The result was that the customer had little or no choice. The turnaround came with the introduction of competition provided by modern production, transportation and a more efficient means of distribution. Thus it became necessary to produce what people wanted to buy, as long as this could be done profitably. And so business became more market-orientated. This transition did not occur overnight, for although marketing progressed in the USA from the turn of the twentieth century, it was not until after World War Two that marketing and market research took root in Britain and then later in Ireland. By the 1950s there was greater employment and people had the power to spend. This created a buyer's market to which suppliers had to supply goods that satisfied the consumer.

### The marketing process.

According to McNamee (ref 6), the marketing process could be described as that process through which "an organization achieves its corporate goals by adapting its product and/or services to the needs and wishes of its consumers". Those organizations which most effectively adapt their goals and/or services to the needs and wishes of consumers will tend to be the most successful. Those which fail to adapt to consumers' needs and wishes will ultimately fail.

The importance of marketing is illustrated by the Japanese success. In "The New Competition; Meeting the Marketing challenge from the Far East", (ref 7), the authors argue convincingly that although there are many ingredients (culture, productivity, low cost finance, etc.) which have contributed to Japanese commercial strength, it is their expertise in marketing which has been the 'coordinating capstone' of their success. They assert that when a company wants to play an offensive role in the world market place, the marketing edge is a key factor in determining which companies will win. Japan's trade success over the past two decades is the best evidence of this. Japan realized early, the crucial role of strategic market planning and made an all-out effort to study and implement the latest marketing concepts and techniques.

The goal for the manager who wants to introduce marketing into their firm must be on maximising profits through meeting the needs of customers more effectively than the competition. This requires a new approach to running the business, an approach based on the entire firm being more customer-responsive. Brown, (ref 2), argues that the firm, in order to achieve this goal "must organise their activities around a comprehensive marketing plan, which in itself, requires a disciplined approach to the planning process".

#### Marketing plan versus marketing strategy.

The term 'marketing plan' should not be confused with the term 'marketing strategy'. The difference between these terms is that a strategy is a broad statement of the main features of the firm's offer to its customers.

Marketing plan, on the other hand, summarizes the operating detail underlying the strategy, and forms the basis for the firm's action to implement the strategy in practice. In other words the strategy is the broad basis on which the firm intends to meet the needs of its chosen market. The marketing plan, is the specification of the detailed marketing

effort required to put the strategy into effect.

Introducing a marketing strategy into a firm involves three main activities which, once commenced, are continuously updated and repeated. As the firm develops and the market changes, so the interaction between them must constantly be monitored and refined through diagnosis, planning and action. (See fig 1).

The first of these activities is diagnosis and involves the all-important task of finding out about the market. Only with an intimate knowledge of customer needs can the firm hope to satisfy them and in this sense, market information is the "cornerstone of effective marketing", (ref 6). The second aspect of diagnosis is assessing the firm itself, examining its strengths, weaknesses, resources and deficiencies. It must be remembered that no two firms is alike. Each is a unique organism. By assessing what the firm and the people within them are particularly good at, the firm can begin to identify the areas of business where the firm can be most successful.

Planning is the second main activity of the marketing strategy. It includes defining the objectives, a strategy and an operating plan. It is important that the firm should think through and establish objectives as a first step. Selection of target market areas forms the foundation of the whole marketing strategy, and is based on the diagnosis. The choice of the target market turns, firstly, on an understanding of the market, which will show where the best growth and profit prospects lie, and secondly on an understanding of the company which will show where it can compete most effectively. It is this critical selection process which results in a strategy.

The operating plan is the link between planning and action and is the third main activity of the marketing strategy (since this defines what the firm



must do to embark upon its chosen strategy). The product must be defined and developed or modified if necessary. A price must be set, based on knowledge of the market. Customers need to be informed of the product, perhaps by advertising, promotion, or public relation and almost certainly by selling. Channels of distribution must be selected and managed so that the product is available for the customer to buy in the right place and at the right time.

### Diagnosis.

These activities are the practical side of marketing, but it is necessary to consider the overall picture, that is, decisions about where the firm is going and why. So now it is necessary to examine the process of diagnosis, both in the market place and the firm, and of defining a target market. One must first look at methods of finding out about the market.

The task of identifying groups of consumers is known as 'market segmentation', and is critically important in developing an effective marketing strategy. A market segment is a group of consumers, with similar tastes and needs. The selection of a particular market segment is something which determines all the subsequent marketing activities. For example, it is fairly easy to identify the four major segments of the car market: these could be termed 'supermini', 'small car', 'family car', and 'large car'. In these segments, Ford is represented by the Fiesta, Escort, Sierra and Granada respectively.

There are no preset rules when trying to define the target consumer segment. However, the result must be a clear understanding of the type of consumer the product is aimed at and the requirements that the consumer has of the product. This is important because, it influences not only the nature of the product, but also the way it is advertised, the place where it is sold and the price which is asked. Indeed, it influences the whole range of



variables which go to make the total offer. If the target consumers and their needs are not accurately defined, then the total offer which will meet their needs may not be defined.

## Chapter 2

### Why does advertising become essential?

Advertising is essential because

Advertising becomes necessary when there are many potential customers looking at a distance from a manufacturer who is ignorant of supplying a large market. The Jellow argues, for it, is very different from the small manufacturer and sell directly to customers simply by displaying his goods and perhaps talking about his wares like the market stallholder. The small producer does not have advertising beyond his price labels, and he may not even use these. Advertising is, therefore, the product of mass production, transportation, communication, shopping centres and mass communication media. In fact, goods can be produced in one factory and be advertised and sold all over the world. This applies to many things ranging from oranges to television sets. Without advertising, mass marketing would be impossible. Advertising is an essential part of any kind of economy in which goods will be available there to be taken from if they are to be sold. People cannot buy what they do not know exists.

The purpose of advertising, then, is to increase potential buyers' awareness of the firm and its offerings. It seeks to do this by providing information, by stimulating desire and by engaging consumers in purchasing a particular offer. There are many questions which must be tackled when considering an advertising campaign. Firstly, how much should be spent on overall advertising? Secondly, what should the advertising budget be? Thirdly, what message should be sent? And, what media should be used? And how should the advertising be placed during the year? Fourthly, what should be the advertising strategy? And finally, what methods of measurement should be adopted?

The effectiveness of the money spent on advertising will depend on the advertising and good message and execution. Advertising is a complex

## ADVERTISING

### When does advertising become necessary?

Advertising becomes necessary when there are many potential customers existing at a distance from a manufacturer who is capable of supplying a large market. This Jenkins argues, (ref 3), is very different from the small producer who can sell directly to customers simply by displaying his goods and perhaps shouting about his wares like the market stallholder. The small producer does not need advertising beyond his price tickets, and he may not even use those. Advertising is, therefore, the product of mass production, transportation, urbanisation, shopping centres and communication media. In fact, goods can be produced in one country and be advertised and sold all over the world. This applies to many things ranging from oranges to television sets. Without advertising, mass marketing would be impossible. Advertising is an essential part of any kind of economy in which goods and their availability have to be made known if they are to be sold. People cannot buy what they do not know exists.

The purpose of advertising, then, is to enhance potential buyers' responses to the firm and its offerings. It seeks to do this by providing information, by channelizing desires and by supplying reasons for preferring a particular offer. There are many decisions which must be taken when embarking on an advertising campaign. Firstly, how much should be spent for overall company advertising, ( i.e. setting the advertising budget). Secondly, what message should be use? Next, what media should be used? And how should the advertising be phased during the year? Feedback must also be taken into account, and methods of measurement of success should be decided upon.

The effectiveness of the money spent on advertising will depend on the development of a good message and execution. Advertisements go through

three stages to develop their message; message generation, evaluation and execution.

### The advertising message

#### Message generation.

Message generation is the activity of developing a number of alternative possible messages about the product. Many things can be said about any product. No advertisement should say more than a few things and in fact, a case could be made that to gain distinctiveness an advertisement should emphasize one theme. This theme should reinforce the product's positioning in the marketplace. The challenge is to develop a few major alternative messages that could be presented to find the best one.

#### Message types.

One type of message is that which is aimed at improving the company credibility in the eyes of the buyer. Supplier credibility is an important factor in industrial marketing. Messages such as 'leaders in our field' or 'suppliers for ICI' may be far more persuasive than product information. Messages of this kind tell prospective customers about the firms rather than the product because they need to trust the firm before they are prepared to even consider the product. This type of message provides reassurance that the firm is dealing with a reliable and reputable supplier.

A second type of message is the one which stresses product benefits. This type of message is relatively easy to visualise but there are pitfalls. The product needs to have genuine differential customer benefits, that is, benefits which competitors do not have and which customers will find attractive. It is important to assess the value of the product from the customer's viewpoint. The customer may be less interested in the details



of technical performance than in factors like flexibility and ease of use. The advertiser may need to 'translate' technical advantages into terms the consumer can readily understand and can relate to his application of the product. When a product has several benefits which could be promoted, it is often best to concentrate on one or two in an advertisement, rather than cover several. Advertisements are usually looked at for a short time and the amount of information the customer is asked to assimilate should be correspondingly limited.

A further type of advertisement message is one which stresses service benefits. This may not refer to just one product, but usually concentrates on aspects of the company's support for a range of product. Speed of delivery, or a guaranteed quick response on technical service are examples. As with product benefits, service benefits must be genuine rather than empty claims. They must be better than the comparable offering of competitors. Above all, the extra service offered must be something the customer wants and finds attractive (as is the case of free delivery of your purchases made in Spar supermarkets).

Company credibility, product benefits and service benefits are three examples of possible advertising messages. However, there are other types of messages and the firm must be quite clear about what is being said to the customers. That requires a tight definition of the message and that in turn, imposes strict limitations of the words and pictures which go to make up the complete advertisement.

#### Message execution.

The impact of an advertisement depends not only upon what is said but also upon how it is said. In fact, message execution can be decisive for those products that are essentially the same as the competition, such as detergents or cigarettes. The advertiser has to put the message across in

a way that will win attention and interest on the part of the target audience.

It is the task of the creative people in the advertisement agency to find the style, tone, words and format factors that make for effective message execution.

Any message can be put across in differently executed styles, such as technical expertise, scientific evidence and testimonial endorsement.

Technical expertises emphasise the care that the company exercise and the experience it has in selecting the ingredients for their product. Barry's Tea for example, show the necessary types of tea required to produce their unique blend. Scientific evidence presents survey or scientific evidence that the brand is preferred to, or outperforms one or more other brands. (Mentadent P utilise this style). Testimonial evidence features a highly credible or likeable source endorsing the product. For example prior to "Italia '90", Mitsubishi had Ronnie Whellan endorse one of their products, then came Packie Bonner's turn endorsing the Irish Permanent.

The communicator must also choose an effective tone for the advertisement, be it positive, humorous or even the self-depricating tone of the Volkswagen's advertisement (of 'the Ugly Bug' Adv. 8).

Words must be found that are memorable and attention getting. This is nowhere more apparent than in the development of headlines and slogans to lead the reader into an advertisement. There are six basic types of headlines; news, question, narrative, command, 1-2-3 way, and how-what-and -why. Look at the care that airlines have lavished on finding the right way fo describe their airline as safe without explicitly mentioning safety as an issue. For example, Delta Airline's 'We like to fly and it shows'.

Format elements such as advertisement size, colour and illustrations make a large difference in an advertisement's impact as well as its cost.

Larger-size advertisements gain more attention, though not necessarily by as much as their difference in cost. The use of four-colour illustrations instead of black and white, increases the advertisement's effectiveness and also its cost.

Firms wishing to avail of advertising may be tempted to leave their advertising totally to an agency on the grounds that 'they are the experts'. However, before embarking upon advertising, even through an agency, it is important for the advertiser to understand the structure of and the components of which it is made.

An advertisement is an exercise in communication, and any communication is made up of several elements. All communications start with a source which originates the advertisement. But the subsequent stages, message, media and destination, need to be considered carefully in planning the advertisement. The opportunity for some kind of customer reaction, or feedback, should also be borne in mind. (cf fig ii).

Two things go together in advertising, the ideas which give the advertising its originality and sales appeal; and how that sales message is conveyed to the right people at the right time. Clever advertising will not work if it is misplaced, while a good medium will be wasted if the sales message is poorly created. Both elements are necessary.

### The media planning challenge.

How the sales message is conveyed depends on the medium or media selected. The media planning challenge is as follows; with a given budget, what is the most cost-effective combination of reach, frequency and



impact to buy?

Given the reach, frequency and impact objectives, the media planner has to review each major media type for its capacity to deliver the particular objectives. The major media types - newspapers, television, direct mail, radio, magazines - vary in their reach, frequency and impact values. For example, television typically delivers much more reach than magazines. Magazines deliver more impact than newspapers. The experienced media planner knows the special characteristics of good media type.

Newspaper for example have the advantages of flexibility, timeliness, good local market coverage, broad acceptance and high believability. Their disadvantages are a short life, poor reproduction quality and a small 'pass-along' audience. Magazines have the advantage of high geographic and demographic selectivity, credibility and prestige, high quality reproduction, longlife and good pass-along readership. They have the disadvantages of long advertisement purchase lead time and no guarantee of position.

Radio has the advantages of mass use, high geographic and demographic selectivity and low cost. It has the disadvantages of audio presentation only, lower audience attention than television and fleeting exposure. Television has the advantages of combining sight, sound and motion, appealing to the senses, high attention and high reach. It has the disadvantages of high absolute cost, fleeting exposure and less audience selectivity.

In choosing a combination of media types, the media planner must consider target audience media habits, product, message and cost.

Target audience media habits refers to the habits of the target audience. If, for example, the habits of the audience is collecting stamps, then the



most effective method for reaching this audience is stamp collector magazines. A product like women's dresses on the other hand might be shown to best advantage in colour magazines. And for a firm announcing a major sale tomorrow, the media which the media buyer might opt for would be radio and/or newspaper coverage. The message insists on immediacy, there is no point in waiting on next month's issue of a magazine.

Cost, is of course a major consideration. Television is for example very expensive, but what counts of course, is the cost per thousand exposures rather than the total cost.

Assumptions about media impact and cost must be reexamined from time to time. For a long time, television enjoyed the supreme position in the media mix. Then, media researchers began to notice television's reduced effectiveness owing to increased volume of advertisements, all shouting for attention.

Some companies have found that a combination of print advertisements and television commercials often do a better job than television alone. This illustrates how advertising researchers must reevaluate periodically what they are getting for their money from different media. On the basis of these characteristics, the media planner has to decide on how to allocate the given budget to the major media types.

Destination.

The third aspect of advertising highlighted by the communications process is the destination. Again the firm needs to specify clearly who is the intended recipient of the message. In any promotional activity, messages may be aimed at a variety of people other than the apparent 'buyer'. This is particularly so in industrial marketing, where the advertiser may need to

talk to all sorts of people who influence a purchase decision such as project managers, research engineers and so on. But the same principle applies to consumer marketing, to sell a toy to a child, the manufacturer may need to reassure its mother that the toy is safe and its father that the toy is affordable. This points to the need to identify clearly the person at whom the advertisement is aimed. This will influence several aspects of the advertisement; the message will need to be tailored to highlight the benefits sought by the intended recipient. Thus, all three elements of the communication process - message, media and destination - are linked together in planning the structure of a projected advertisement.

Another major advertising decision is the optimal timing of advertising expenditure throughout the year. The timing pattern should take into account three general factors, buyer turnover, purchase frequency and the forgetting rate. 'Buyer turnover' expresses the rate at which new buyers appear in the market, the higher this rate, the more continuous the advertising ought to be to reach these new buyers. 'Purchase frequency', is the number of times during the period that the buyer buys the product, the higher the purchase frequency, the more continuous the advertising ought to be to keep the brand on the buyer's mind. The 'forgetting rate' is the rate at which the buyer forgets the brand in the absence of stimuli. The higher the forgetting rate, the more continuous the advertising ought to be to keep the brand in the buyer's mind.

#### Feedback.

Once the destination has received the message from the media, what then? If the advertisement has created an impression in the mind of the recipient, the advertiser ideally wants to know what the impression is and ideally, turn it into some kind of purchase action. This is the critical and frequently forgotten last phase of the communication process - the feedback. The problem is that advertising frequently tends to be a

one-way-only process, from source to destination and feedback is precluded by the nature of the process. By contrast, selling, "...if undertaken professionally", Kotler suggests, (ref 4) "...is characterised by constant feedback, given personally by the customer".

Good planning and control of advertising depend critically on measures of advertising effectiveness. Yet the amount of fundamental research on advertising effectiveness is appallingly small. According to McNamee, "I doubt that there is any other function in industry where management bases so much expenditure on such scanty knowledge", (ref 6).

The sales effect of advertising will generally be more difficult to measure than the communication effect. Advertising sales effectiveness is easiest to measure in mail order situation, and hardest to measure in brand or corporate image building advertising.

Obtaining adequate feedback from advertising is not easy, although without it, the firm cannot tell whether advertisements put across the right message, whether they were seen by the right people, whether they left a favourable impression, or indeed, whether they were seen at all. Without adequate feedback, advertising is an act of faith rather than a rational investment. Some manufacturers look for an increase in sales to justify an investment in advertising. Although this must be the ultimate goal, there are too many variables affecting the level of sales to try to relate it solely to advertising. Sales may be the goal, but advertising effectiveness needs to be measured in terms of customer attitudes rather than directly in terms of sales.

Hence there is a need to assess whether attitudes have been changed favourably in order to measure the true success of one advertising campaign. It must be remembered though that, however effective an



advertising campaign is, it is not a cure-all that can be used indiscriminately. Its cost has to be justified by results. A lot will depend on the media used and their ability to reach and influence prospective customers. Press advertising may be better for savings and investment and posters, for entertainments. Even then, it depends on how the media are selected and exploited, the creative techniques employed and the timing and the volume used. Planning, budgeting and executing an advertising campaign is a very skilled business.



## Chapter 3

### Introduction to the process

When a client instructs the need to like an advertising agency to plan its first project, the first step for the agency is to find out as much as they can about the product and the firm's strategy. The firm's marketing plans as well as their means of distribution comes under scrutiny. It is only with a complete and rounded knowledge of the company, as well as the product that the advertising agency may do justice to the advertising campaign. To be most accurate we must stress the only way to get the information we need, is to be there. In the case of the Mithras consumer products, the question of distribution would be identical. And as Mr. Giffney explains "In Mithras's case they do not put the brand into anybody's hands until they themselves want to see if you are a good supplier. If you are viable and able to carry the stock".

When the conceptual agency with the concept team will be further working with the firm in order to lay out before the the budget available to the agency. It is at this stage that the designers and copywriters are signed in. The agency tells the designers as to where the brand is going, where they want to show the product, how it should be positioned in the market and how the agency believes the product should be perceived by the public. At this time the public moves to all households. The designers then go and gather all the rough ideas and come back to the agency with their suggestions.

When the advertising agency has seen and discussed the 'roughs' with the designers the design will be refined so that they can be brought to the client by the advertising agency. The design will probably need further refining as the client will have their own comments. When everybody is happy, they will have to get everything ready for the printing. This is

## Mitsubishi advertisements

### Advertising: the process.

When a client indicates the need to hire an advertising agency to promote their product, the first step for the agency is to find out as much as they can about the product and the firm's strategy. The firm's marketing plans as well as their means of distribution comes under scrutiny. It is only with a complete well rounded knowledge of the company, as well as the product that the advertising agency may do justice to the advertising campaign. Or to put it another way 'our ideas are only as good as the information we have', (John Riordain). In the case of the Mitsubishi consumer products, the channels of distribution would be electrical outlets. And as Mr Gaffney explains "...in Mitsubishi's case they do not put the brand into anybody who wants it...they (Mitsubishi) want to see if you are a good operator...if you are viable and able to carry the stock".

When the successful agency wins the account there will be further briefing with the firm in order to iron out details like the budget available to the agency. It is at this stage that the designers and copywriters are called in. The agency briefs the designers as to where the brand is going, where they think it should be placed, how it should be positioned in the market and how the agency believes the product should be perceived by the public. In this case 'the public' refers to all households. The designers then go and draw up a few rough ideas and come back to the agency with their suggestions.

When the advertising agency has seen and discussed the 'roughs' with the designers the designs are further refined so that they can be brought to the client by the advertising agency. The design will probably need further refining as the client will have their own opinions. When everybody is happy, then it is time to get the artwork ready for the printer. While all

this is happening, the media planner is deciding how to spend the money. That is, whether it should be on a press campaign or radio campaign or indeed a mixture of these or other media. A budget for example, of a hundred thousand pounds is not a great deal, it is about a two month campaign. Discussion about where the money will be spent will ensue, but to refer to Mr Gaffney again, "in a country as small as Ireland you cannot go too far wrong".

One thing that the agency must always maintain with its client is the ability to be objective. The advertising agency should not take all the firm's worries and troubles on board. Instead it is the role of the agency to point out to its client the weaknesses of the firm where improvements can be made.

#### The Mitsubishi advertisements: their design.

All the Mitsubishi products in the selected advertisements are electrical in nature. Therefore, in the early stages of the products' developments, the advertisements would have been principally about the technological advancement that is embodied within that Mitsubishi product range. When this information has been sold over a number of years to the public at large, then the advertising campaign moves away from the technical information type of advertisement. (Unless there is some new feature out in a particular product. If this were the case, then the advertisement would zoom in on this new benefit).

The Mitsubishi advertisement promoting the video recorder (Adv.1) makes use of a very simple strong factual comment. What this advertisement is doing is injecting a bit of humour into the advertisement. For in actual fact, people have already been sold the idea that videos are good generally speaking. There is not a lot of difference between them in quality terms. So by taking Mick Lally as he usually is known, and juxtaposing him with



his other 'tidier' self, insists that the viewer 'double-take' on the image.

This treatment is also given to the Mitsubishi facsimile machine advertisement, (Adv. 2), which uses the line 'anything else is for the birds'. This is just pointing out that there is a slight difference between Mitsubishi and the rest. Again the treatment is slightly light, as there are many facsimile machines on the market and are all reasonably of a similar quality level. So that again the design team is trying to get an attractive feeling about Mitsubishi facsimile machines.

As regards the advertisement relating to the cellular phone (Adv.3), this is a perfect example of how the promotional and advertising agencies can complement each other. Many people are returning to the bicycle as their means of transport. And so the Mitsubishi design team decided to take advantage of this fact and offer a free bicycle with the purchase of a MT-4 cellular phone for the week in question. To have stated that Mitsubishi 'make the best cellular phone' would have been the wrong type of approach. Generally all cellular phones are good, and so it was necessary to find some kind of visual vehicle to transmit the message to make the consumer more responsive. The fact that there is something being given away generates a warm responsive feeling, the reader has been baited.

The humorous approach is not the approach favoured by Thorn EMI. On the contrary, Thorn EMI go for the hard-sell approach, presenting the factual information alongside the image of the product, (Adv. 4). The results however, would appear to be effective, for, according to Mr Bolger, the products go "flying off the shelves" soon after the advertisements have been placed in the media. This success is not the only common factor between the Mitsubishi and Thorn advertisements. For just as the free bicycle was used to entice the consumer by Mitsubishi, Thorn entice their consumers with the offer of a free midi system, or a three year interest

free credit offer. The Thorn approach not only creates a warm more receptive audience, but also provides a very practical means of financing the purchase.

Just as Mitsubishi favour the Sunday newspapers for their advertisements, it is interesting to note that the paper most favoured for the Thorn advertisements is the 'Sunday World'. Use is also made of the other Sunday and evening papers. To say that print is favoured by the media selectors and account executives in Thorn EMI is an understatement. For less than 20% of the advertising budget goes on electronic media. Mitsubishi account executives have also displayed a tactical change in the percentage of expenditure on electronic media. For of the 25% they spend on this media, the emphasis is on radio rather than television. The position of radio has been strengthened recently by the developments in independent local radio, a fact which has not escaped the Mitsubishi team. Markets can now be targeted with greater accuracy than before, hence the stronger position of radio.

Another design feature which Mitsubishi and Thorn EMI share, is the use of black and white 'colour.' The only colour that might be used would be in the case of Thorn EMI, who would use a limited amount of 'spot' colour on their brand name. This stands in sharp contrast to Siemens whose policy forthwith is to use only colour advertisements. This highlights the importance of knowing ones target market. For Siemens differs from Thorn and Mitsubishi in that Siemens is advertising industrial products and are thus talking to a very different market segment. The execution of its advertisements must therefore differ in tone and presentation and it follows that the publications selected by the media buyers, for Siemens, will differ also. The image Siemens present must represent reliability and quality. The image must be compatible to the rather expensive price tag which is attached to their products, hence the use of colour reproductions in publications such as 'Business and Finance' (cf issue dated 14/3/91) and

*illustration*

the 'Sunday Business Post' (cf issue dated 17/3/91). Their choice of publications reflects the market into which Siemens expect to capitalise on, and that is one of "high class spenders", according to Stephen O'Neill.

As Siemens believe the Irish market to be both too small and fragmented they have opted to aim for specific market segments. In other words, since they do not need to reach the general public, electronic media such as television and radio are obsolete to them and therefore 100% of their budget is spent on the medium of print.

There can be no doubting the attraction which the print medium holds for these companies whether they be promoting consumer or industrial products. The difference lies in the quality of publication in which they place their advertisements. The 'Sunday World' is favoured by both Thorn EMI (Adv.6) and Mitsubishi, (Adv.1). The Sunday publication opted for by Siemens is the 'Sunday Business Post'. It is fairly evident that each publication reaches quite different market segments. (There is some overlap between publications selected however, as Mitsubishi also opt to publish in 'Business and Finance'. Mitsubishi also place their advertisements in 'AA Motoring', the use of the last two publications mentioned are not, however, for consumer goods, but for Mitsubishi industrial goods).

#### Mitsubishi advertisements - do they succeed?

As a means of measuring the 'success' of an advertisement Jefkins (ref 3), summarises the essentials of creativity under his five-point plan termed 'AIDCA'. First he believes that the advertisement must attract 'attention', secondly it must generate 'interest' in the consumer if the message is to be absorbed. 'Desire' for the product or service must also ensue as must 'confidence' in the product if the customer is to fulfill the last of the criteria, which is 'action'. Action refers to the purchasing of the product.



This is one means of measuring the success of an advertising campaign. By and large the success of such a campaign is measured in terms of increased sales and if this is the case then the Mitsubishi advertisements may rest assured that they have achieved their objective. For according to the Mitsubishi advertisement agency, they have made brand leaders of Mitsubishi - 27% of the market - in a period of seven or eight years. Mitsubishi also had television leadership within three years of this agency taking Mitsubishi on as a client.

The designer also feels that his part in the process has been successful. To quote Terry Bannon, the graphic designer involved, "...the best feedback that I can get from a client is to get another job from him", and as Mr Bannon still designs for the Mitsubishi consumer products, the feedback is positive.

The message which is being conveyed in each of these three advertisements is one which indirectly stresses the product benefits. For example, by saying that 'any thing else is for the birds' is, in effect saying that you would be crazy to buy any other facsimile machine than the Mitsubishi model. This message is reinforced by the copy which reads '...the Mitsubishi Fax. Technologically it's way ahead of its time'. (Adv. 2).

The tone of the Mitsubishi advertisements is light and humorous. No wonder then that the designer, Terry Bannon, sees his role as trying "to entertain the public with the message", though he stresses that the purpose is not to "entertain them too much that you have the public rolling around the aisles that they forget what the advertisement is for". There is a clever use of words in all of these advertisements, especially in the case of the cellular phone advertisement, which promises to place the reader 'behind bars'. The term 'behind bars' conjures up images of jail and so it is necessary to look at the image of the bicycle before one gets the proper sense of the advertisement. It is then necessary to read the copy before

the connection between the bicycle and the cellular phone is made.

The size of all these advertisements is approximately that of the A3 format. All of them appear in Sunday newspapers and all are in black and white. These factors do not hinder the advertisements as the balance between text and image is strong and tense.

Although the styles of advertising differ between Mitsubishi and Thorn EMI, they are equally successful in obtaining their objectives of increased sales. So successful are the Thorn EMI advertisements that the account executive is staunch in his insistence that the formula remain unchanged. The reluctance to change the design of the Thorn EMI advertisement contrasts to Siemen's policy to change one of its design elements, that is, to use full colour only. This reflects the need for companies to continuously review and update their marketing and advertising plans. Feedback from the market can suggest ways of being more effective. In Siemen's case, the feedback has resulted in total commitment of their advertising budget to the media of print.

## Why do people buy?

### Chapter 4

What is it that in his opinion makes people buy certain products. John Flanagan of IBM has requested prestige, acceptance, affection (as with children), and security among the factors. "Price" he added was also "highly important". It is perhaps the combination of rational and emotional factors which urge people to purchase one product over another. The rational factors may pertain to the function, price, or other specifications of a product. Emotional factors include style, certain associations and the overall "image" of the product. There are two basic appeals made to the consumer, an appeal to reason and an appeal to emotion. The latter appeal relies heavily on the brand image. The positive association which the brand can add to the product generates a degree of expectancy from the consumer. Customers know what to expect when they order that brand. But the brand identity alone is not enough. For if the functional requirements of the product does not fulfil expectations, even a strong brand identity will not rescue it.

Building a successful brand identity is well achieved through advertising alone. Rather it requires the patient and consistent build-up of the total offer along with the image. This image is a result of a good product which can live up to the promises made on its behalf. But there than this is needed. The other methods of expression such as labelling and packaging must be coordinated with the image. The price and retail outlet must also be sympathetic to each other. For example, one would not expect to buy a Gucci bag in a Pound Shop.

Selecting a brand identity which the product will be associated with, calls for a large team, as the manager of the firm. The manager is then with their long list of ideas to the advertising agency. This image will result primarily from diagnosis of the customer, as the brand identity must be one which the customer will not associate with and which will appeal



## Why do people buy?

When asked what in his opinion makes people buy certain products, John Riordain of PARK PR quoted prestige, escapism, addiction (as with cigarettes) and reliability among the factors. "Price", he added was also "hugely important". It is perhaps the combination of rational and emotional factors which urge people to purchase one product over another. The rational factors may pertain to the function, price, or other specifications of a product. Emotional factors include style, certain associations and the overall 'image' of the product. There are two basic appeals made to the consumer. An appeal to reason and an appeal to emotion. The latter appeal relies heavily on the brand image. The positive associations which the brand can add to the product generates a degree of expectancy from the consumer. Customers know what to expect when they order that brand. But the brand identity alone is not enough. For if the functional requirements of the product does not fulfil expectations, even a strong brand identity will not rescue it.

Building a successful brand identity is not achieved through advertising alone. Rather it requires the patient and consistent build up of the total offer along with the image. This image is a result of a good product which can live up to the promises made on its behalf. but more than this is needed. The other methods of promotion such as labelling and packaging must be consistent with the image. The price and retail outlet must also be compatible to each other. For example, one would not expect to buy a Gucci bag in a 'Pound Shop'.

Selecting a brand identity which the product will be associated with, rests to a large extent on the manager of the firm. The manager in turn will then bring his/her ideas to the advertising agency. This image will result primarily from diagnosis of the customer as the whole identity must be one which the consumer will feel comfortable with and which will appeal

to him/her. Above all the identity needs to be clear and consistent.

## Conclusion

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Marketing is not just about selling. Marketing is about maximising long-term profits by meeting customer needs more effectively than the competition. For most firms this entails upgrading the value offer and changing a premium price, not the volume of sales. Enhancing the long offer does not necessarily mean only better product quality or design. It may mean better availability, quicker delivery, a larger range of types, sizes or colours, better pricing and promotion or better customer service. This does not mean meeting any kind of *any* price - it means meeting *their* needs for more value than competitors with long-term profitability. The result of this is that marketing extends the essentially a *competition* between the needs of customers, the offerings of competitors, the abilities of the firm to produce and deliver. These are genuine demands which have profound effects upon a firm and the complexity of the decisions, combined with their importance to the firm, is the reason why they must be the responsibility of the manager.

The previous sections have outlined a number of communication techniques - means of presenting the firm or its products to existing and potential customers. These include advertising, brochures, exhibitions, television, packaging and public relations. The first consideration before embarking on the use of any of these techniques is the target recipient (are do you want to talk with and the desired message (what do you want to say?). Which technique to use cannot be decided until depends on the response to these questions, as well as on the nature of the industry and the product and the amount of money available. But in selecting which approach to use, the different techniques should not be seen separately and in isolation from each other. They are all different ways of achieving similar objectives and it is never appropriate to concentrate on one to the exclusion of others.

A sound promotional strategy usually involves a combination of techniques



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Marketing is not just about selling. Marketing is about maximising long-term profits by meeting customer needs more effectively than the competition. For most firms this entails upgrading the total offer and charging a premium price for the enhanced offer. Enhancing the total offer does not necessarily mean only better product quality or design, it may mean better availability, quicker delivery, a larger range of types, sizes or colours, better selling and promotion or better customer service. This does not mean meeting any need at any price - it means meeting most needs for most of the time, consistent with long-term profitability. The result of this is that marketing decisions are essentially a compromises between the needs of customers, the offerings of competitors, the abilities of the firm and the maximisation of profits. These are complex compromises which can have profound effects upon a firm and the complexity of the decisions, combined with their importance to the firm, is the reason why they must be the responsibility of the manager.

The previous sections have outlined a number of communication techniques - means of promoting the firm or its products to existing and potential customers. These include advertising, brochures, exhibitions, letterheads, packaging and public relations. The first consideration before embarking on the use of any of these techniques is the target recipient (who do you want to talk to?) and the desired message (what do you want to say?) Which techniques to use comes second and depends on the answers to these questions, as well as on the nature of the industry and the product and the amount of money available. But in selecting which approach to use, the different techniques should not be seen separately and in isolation from each other. They are all different ways of achieving similar objectives and it is seldom appropriate to concentrate on one to the exclusion of others.

A sound promotional strategy usually involves a combination of techniques

which is referred to as the 'promotional mix'. Thus, advertising may be used, but it should be supported by brochures which can be sent out in response to replies to advertisements. Public relations similarly, can be used to support material contained in a technical leaflet. Similarly, letterheads are not enough and a consistent image needs to come across on invoice, labels, packaging materials and so on. However, the advertiser should be aware of the range of promotional techniques available and act carefully to select the best balance.

The opportunities offered by the approach of the Single European Market has necessitated in a more serious approach to marketing. And although the marketing people will always argue that there is never enough attention paid to marketing, there can be no doubt that the approach by the larger companies in Ireland has gained sophistication and commitment.

In order to implement the marketing process a firm must inform the consumer of its product(s) and/or service(s). It is here that advertising plays its part. Advertising is only one means of informing the market of the product, other methods are public relations and/or promotion.

An advertising campaign involves many meetings between the client, the agency and the designers. A balance between the input of the three groups must be maintained. No one opinion should predominate and the final result of the process should be a well refined distillation of opinions, skill and knowledge. The balance which must be maintained in discussions and decision making must also be achieved in the design. Again none of the design elements should overrule the other. In order to achieve a balanced advertisement, the design elements such as the format, colour and size of the design should be in harmony with each other. The message being conveyed must be carefully considered, as must the image and copy which will act as its vehicle. The image being portrayed must, in turn be complemented by the retail outlet in which the product will be sold. No

amount of promotion or advertising will overcome the damage achieved by the poor selection of pertinent retail outlets.

The Mitsubishi advertisements are a wonderful example of the achievement of this balance. The headlines used are strong and are balanced by the well thought out copy which accompanies them. There is a strong foundation on words, which is superbly accompanied by the very direct and easily defined images. The series of advertisements is bound together by the similarity of size, colour and the media selected.

The messages - in these Mitsubishi advertisements - are crafted in such a way as to be subtle yet suggestive. For example, in the advertisement which suggests that 'that anything else is for the birds', the reader initially grasps the top layer of the message, which is suggested by the image of the pigeon. Reading the deeper level of the headline however, informs the reader that there is more to this message. The accompanying copy serves to support and persuade.

Of course, no amount of advertising will increase the sale of a product without a basic understanding of the reasons as to why people buy one product in preference to another. Naturally this is a consideration for the 'marketing people'. However, such is its importance that it deserves special mention. The answer to the question posed by 'what makes people buy?' is simple and yet complex. The motivation to purchase comes from a combination of rational and emotional factors. The first of these factors relates to the functional requirements expected from the product. The emotional factors are perhaps more difficult for the firm to exploit. These factors pertain to the style and the associations that the consumer has of the product. The way in which the 'marketing people' can help the firm benefit from these factors is to encourage the firm to build up a brand image, which will be easily recognised and which will create positive associations for the consumer.



Of course the building of a brand image does not occur overnight. It takes time, patience and a great deal of skill to achieve the optimum package which will result in not only increase sales, but also, in a public which is better informed about the product and the firm. As mentioned the achievement of this goal takes time and skill, but once achieved its impact is great. And if the firm seeks to market its product(s) on a global scale, the brand image is imperative.

The underlying theme of this essay is balance. The decisions reached by decision-makers are invariably a compromise. The strength of this compromise stands on the balance of the elements which contribute to the final package. There are no cut and dried rules as to what makes up a balanced mix - it depends on many factors such as the objectives, the product, the market and the people involved throughout, from concept to consumer.

In conclusion then, it may be said that many people are involved in the design process. The glue that holds the whole assemblage together is communication, (Fig ii). Without this there can be neither coherence nor success.

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List of illustrations

The Mitsubishi Advertisements:-

- 1 The video Advertisement
- 2 The facsimile advertisement
- 3 The cellular phone advertisement

Thorn EMI Advertisements:-

- 4 Television and video advertisement
- 5 Video - free midi system offer
- 6 Various items - double page spread

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- 7 Telephone - for the industrial market

Volkswagen advertisement

- 8 Ugly bug advertisement.

List of diagrams

Fig i The role of marketing

Fig ii Marketing strategy: the total offer

Fig iii The communication process.





## MITSUBISHI MAKE EVERYTHING YOU WATCH LOOK BETTER.

Take a good look at the new crop of Mitsubishi 3 and 4 head VCR's.

And the difference in picture quality will, quite literally, amaze you.

The most sophisticated technology in the world sees

to it that everything you watch, from feature films to your favourite Sunday soap, is sharper. Clearer. And altogether better looking.

What's more, every one of the five new Mitsubishi

VCR models is so simple to operate, even you-know-who would find them a breeze.

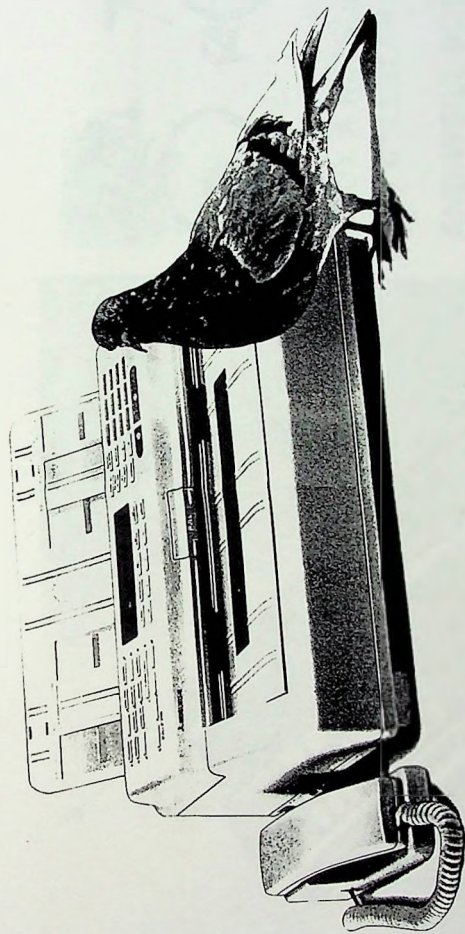
So it's hardly surprising that sales have mushroomed to make Mitsubishi the most popular brand of videos in Ireland.

The new range of Mitsubishi VCR's.

They make everything you watch look better.

See one soon. Check the Golden Pages for the Mitsubishi dealer nearest you.

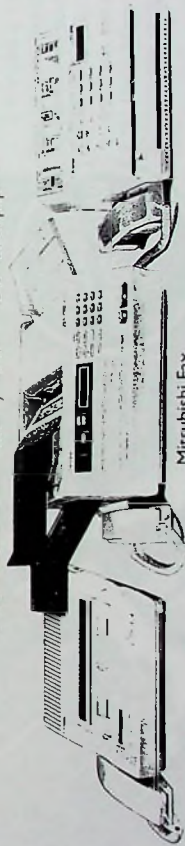




# Anything less is for the birds.

To an increasing number of business executives the shortest distance between two points is a Mitsubishi Fax. But there's far more to Mitsubishi Fax than super-fast document transmission.

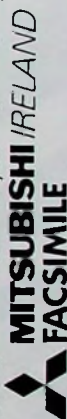
Such as unique image/text separation, brilliant clarity of text, and up to 64 shades of grey for sharper truer reproduction of pictures, huge memory capabilities, multi function phones, and speed dialling up to 132 destinations, automatic telephone/fax switch for single line applications, confidential transmission and reception. You can even send the same documents to 100 destinations at the touch of a button, as well as being able to receive documents even when your machine is out of paper!



Mitsubishi Fax.

Technologically it's way ahead of it's time.

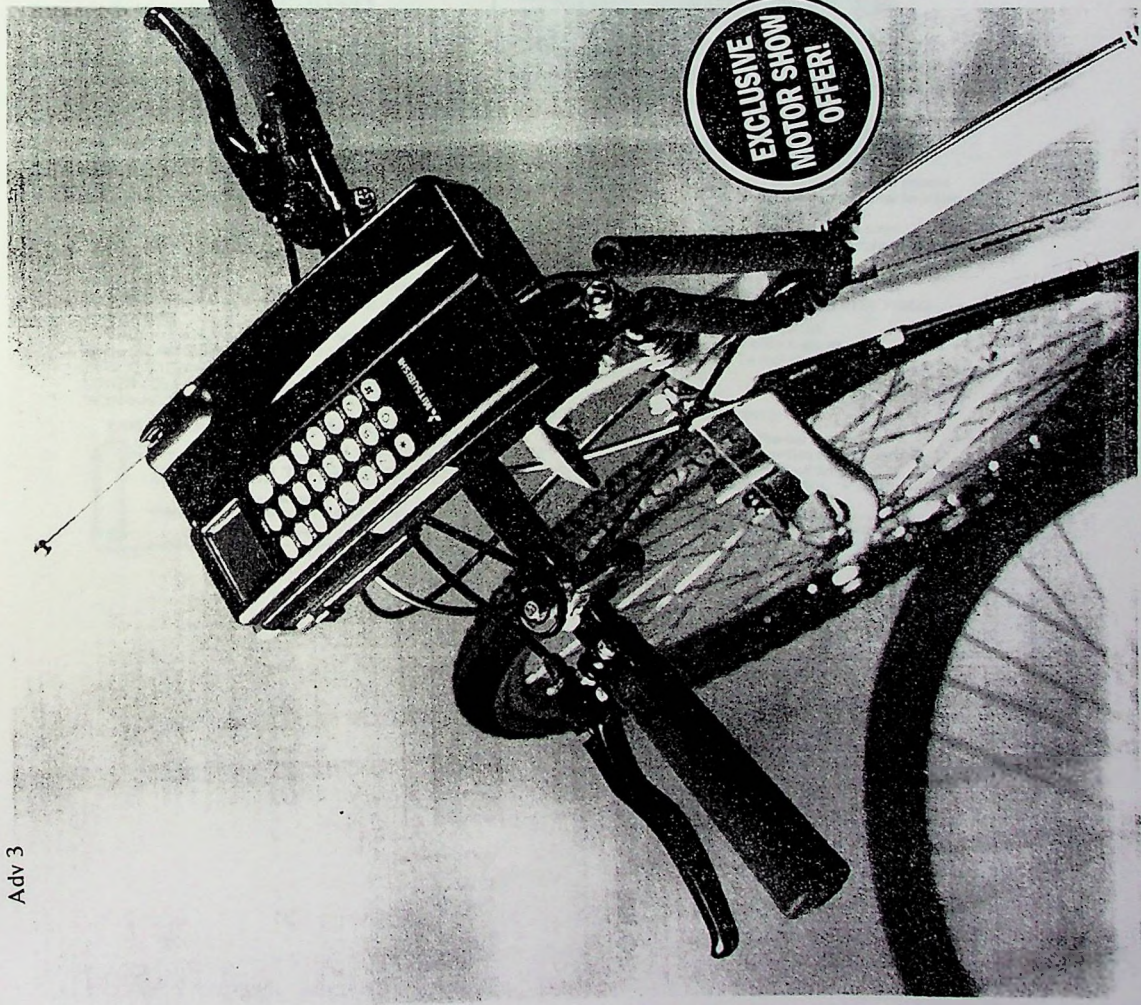
See the wide Mitsubishi range only at your Mitsubishi Fax Dealer Service Centre. Or phone Mitsubishi direct at 01-505007 for your local dealer's telephone number.



## The difference is Mitsubishi.

Co. Cork: 02041 0001; Co. Donegal: 071 201171; Co. Dublin: 01-483799; Co. Galway: 091 84170; Co. Kerry: 021 244111; Co. Limerick: 061 491111; Co. Long: 051 431111; Co. Mayo: 091 84170; Co. Monaghan: 047 831111; Co. Wick: 045 831111. Fax Dealers: Co. Dublin: 01-483799; Co. Galway: 091 84170; Co. Kerry: 021 244111; Co. Limerick: 061 491111; Co. Long: 051 431111; Co. Mayo: 091 84170; Co. Monaghan: 047 831111; Co. Wick: 045 831111. Fax Dealers: Co. Dublin: 01-483799; Co. Galway: 091 84170; Co. Kerry: 021 244111; Co. Limerick: 061 491111; Co. Long: 051 431111; Co. Mayo: 091 84170; Co. Monaghan: 047 831111; Co. Wick: 045 831111.





**EXCLUSIVE  
MOTOR SHOW  
OFFER!**

## BUY A MITSUBISHI MT-4 CELLULAR PHONE.

### AND WE'LL PUT YOU BEHIND BARS.

The powerful Mitsubishi MT-4 Cellular Phone is designed to always keep you in touch. Whether you're out on the road. Or out of town.

Yet it's one of the lightest transportable phones in the world.

So you can carry it with you everywhere you go.

It features a 100 number memory store. Plus 56 hours stand by and over 4 hours talk time when fully charged, and comes complete with full hands free kit.

And if you buy a Mitsubishi MT-4 this week at the Motor Show, you also receive a terrific all-terrain bike worth almost £200, **absolutely free.**

It comes complete with 12-speed gearing, centre pull brakes and padded saddle.

So call into the Mitsubishi Mobile

Communications Stand, Number 107, at the Motor Show.

Purchase the superb MT-4. And pick up your free all-terrain bike.

**MITSUBISHI Ireland**  
**CELLULAR PHONE**

Price supersedes all existing offers. And is available only at the Motor Show.



# 3 YEAR INTEREST-FREE CREDIT ON SANYO

- NO REPAIR BILLS  
FOR 3 YEARS
- NO DEPOSIT
- NO WORRIES

## £7.99 WEEKLY OVER 3 YEARS

Here's an unbeatable Sanyo 3-in-1 package from THORN EMI that you'll own after only 3 years. You'll enjoy interest-free credit over the 3 years plus our unique THORN EMI Total Cover scheme. That means no repair bills of any kind if anything goes wrong or breaks down.

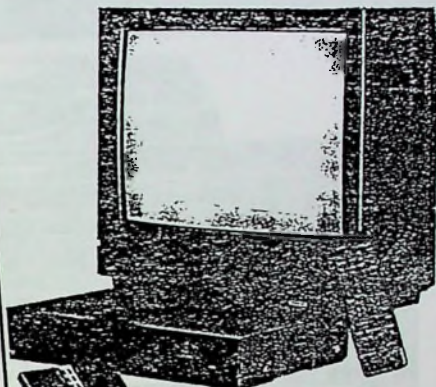
Snap up this terrific package at your local showroom while stocks last. NO ONE BUT THORN EMI GIVES YOU A SHORTER PERIOD TO OWN QUALITY BRANDED PRODUCTS, AT A LOWER COST, WITH SUCH A COMPREHENSIVE WORRY-FREE SERVICE.

**THIS IS A LIMITED OFFER WHILE STOCKS LAST**

### THORN EMI TOTAL COVER

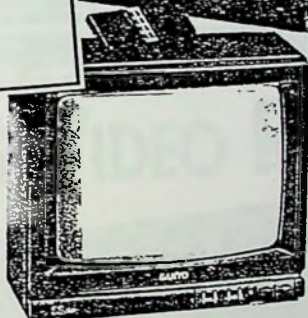
- NO REPAIR BILLS • NO PARTS BILLS • NO LABOUR BILLS
- FREE DELIVERY • FREE INSTALLATION • FREE OF INTEREST CREDIT

Ireland's only full cover warranty for total peace of mind.



**NEW SANYO 21" TV  
CBP 2151**

- Monitor style FST colour TV
- 30 Pre-set channels
- On-screen indicators
- Full function remote control
- Full frequency tuner for cable & satellite
- Auto switch-off timer
- SCART & headphone socket



**NEW SANYO VIDEO  
RECORDER VHR 7100G**

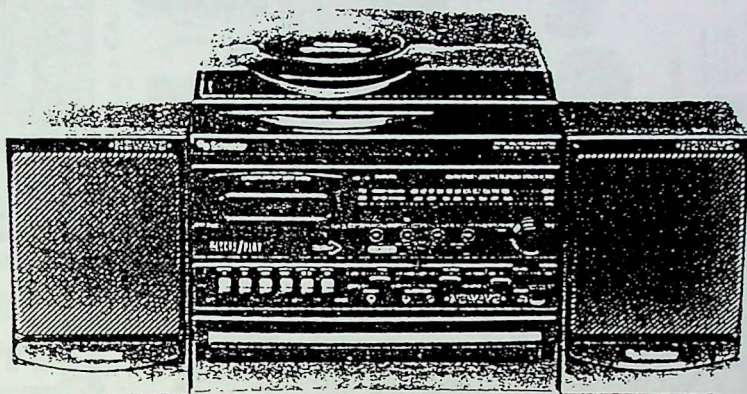
- 60 minute timer • Memory back-up
- Remote control • Special code features
- Still & frame advance • TV monitor function
- One year 6 event timer

**NEW SANYO 14" TV CBP 3012**

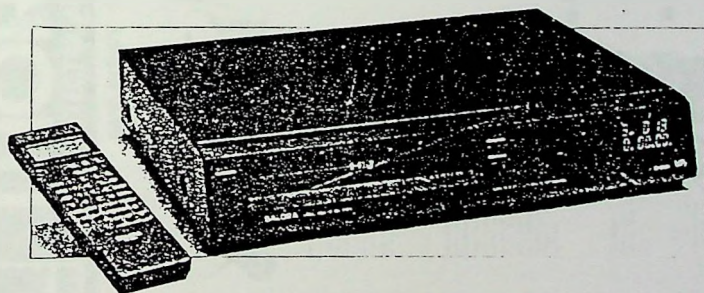
- Monitor style portable • 28 Pre-set channels
- On-screen indicators • Full function remote control
- Earphone socket • Auto switch-off timer
- Full frequency tuner for cable & satellite • AV Input

**CASH PRICE £1,007 • THORN EMI TOTAL COVER £240  
(Inclusive of repairs, parts & labour for 3 years) £1,247**

# FREE! SCHNEIDER MIDI SYSTEM



## WITH THIS VIDEO RECORDER



What an unbeatable double offer! The latest video with full remote control for only £3 99 a week AND a superb Schneider midi system ABSOLUTELY FREE (worth over £100). There'll be lots of happy faces in the family when you bring home this fantastic package. And with the World Cup just around the corner, and over 50

games televised, a video is essential if you don't want to miss any of the action

NOW IS THE TIME TO CALL INTO YOUR LOCAL THORN EMI SHOWROOM AND CHECK-OUT THIS GREAT DOUBLE OFFER. BUT HURRY! THERE'S SURE TO BE A BIG DEMAND, AND STOCKS ARE LIMITED

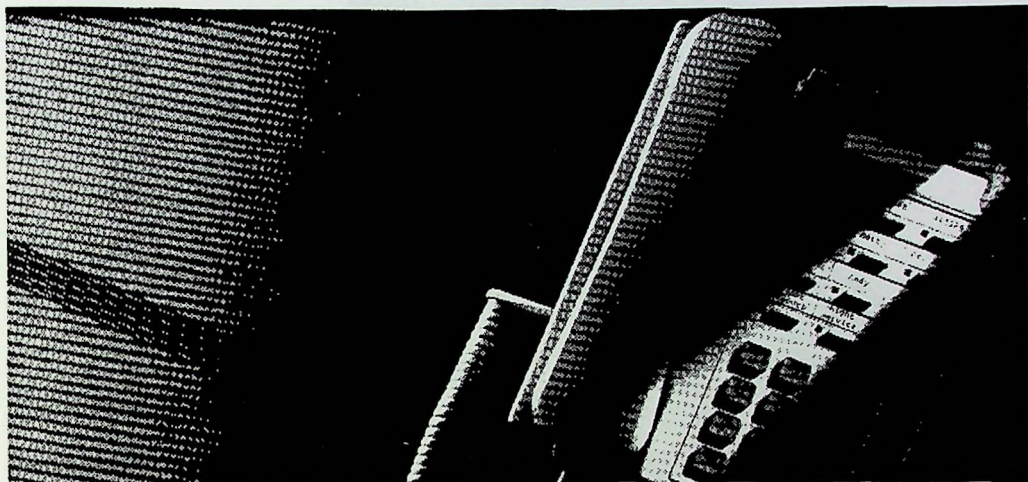
Nutgrove Shopping Centre. Tel: 933277.  
Lower Rathmines Road. Tel: 979174.  
Kilnamanagh Shopping Centre. Tel: 517503.







# SIEMENS



## The Key System of the Future

The Hicom 100 - the new key telephone/hybrid standard from Siemens. Extremely flexible, it can be used as a key system, a PABX, an executive secretary system, behind PABX, an intercom and as a combination of all of these. It is the perfect telephone for every workplace.

From the laying of the first direct transatlantic cable in 1874 and the construction of Ardnacrusha in 1926, to the electrification of the DART line in 1984, Siemens has played a major role in Ireland's modernisation.

Today, Siemens is Europe's largest and most innovative electronics company. In Ireland our 165 employees are involved in:

- Power & Automation
- Medical Engineering
- Domestic Appliances

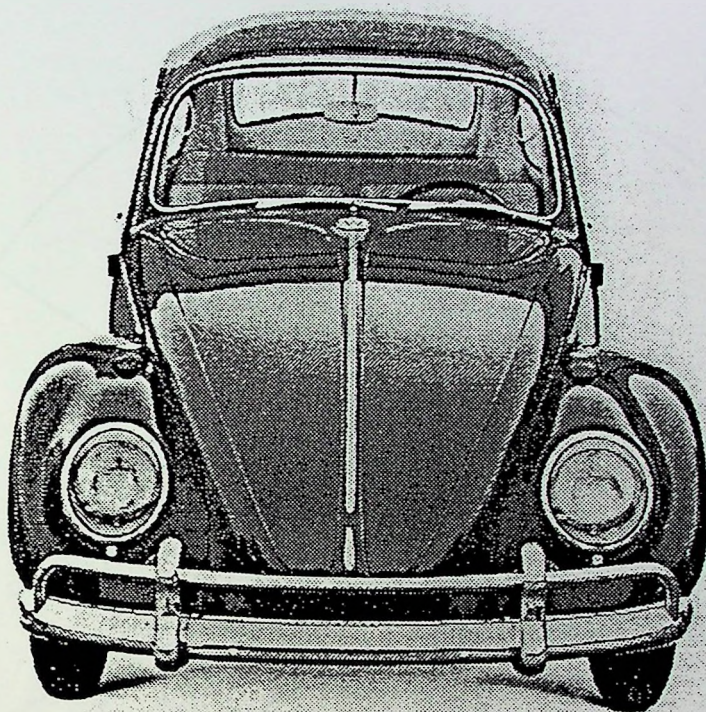
- Telephone/Data Systems
- Standard Electrical Products
- Electronic Components
- Software Development

In 1989, we purchased over IRE40M of components for export from companies in this country and so helped create many more Irish jobs.

Siemens. Working for Ireland and Europe.

Siemens Limited,  
8 Raglan Road, Dublin 4.  
Tel: 01-684727.

*Innovation  
Technology  
Quality  
Siemens*



## Ugly is only skin-deep.

It may not be much to look at. But beneath that humble exterior beats an air-cooled engine. It won't bowl over and ruin your piston rings. It won't freeze over and ruin your life. It's in the back of the car for better traction in snow and sand. And it will give you about 29 miles to a gallon of gas.

After a while you get to like so much

about the VW, you even get to like what it looks like.

You find that there's enough legroom for almost anybody's legs. Enough headroom for almost anybody's head. With a hat on it. Snug-fitting bucket seats. Doors that close so well you can hardly close them. (They're so airtight, it's better to open the window a crack first.)

Those plain, unglamorous wheels are each suspended independently. So when a bump makes one wheel bounce, the bounce doesn't make the other wheel bump. It's things like that you pay the \$1585\* for, when you buy a VW. The ugliness doesn't add a thing to the cost of the car.

That's the beauty of it.



Volkswagen of America, Inc. \*Suggested Retail Price, East Coast F.O.B., Local Taxes and Other Dealer Delivery Charges, if Any, Additional.



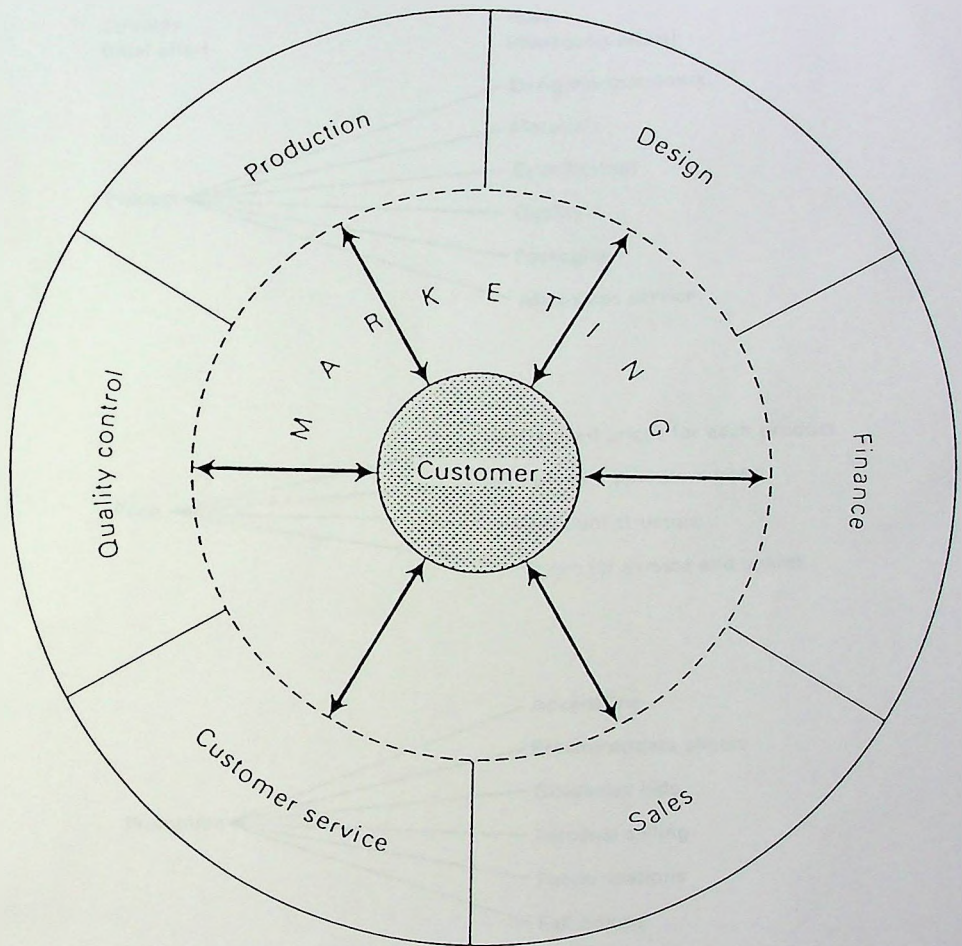


Fig i The role of marketing in the firm: to co-ordinate the resources of the firm around the needs of its customers



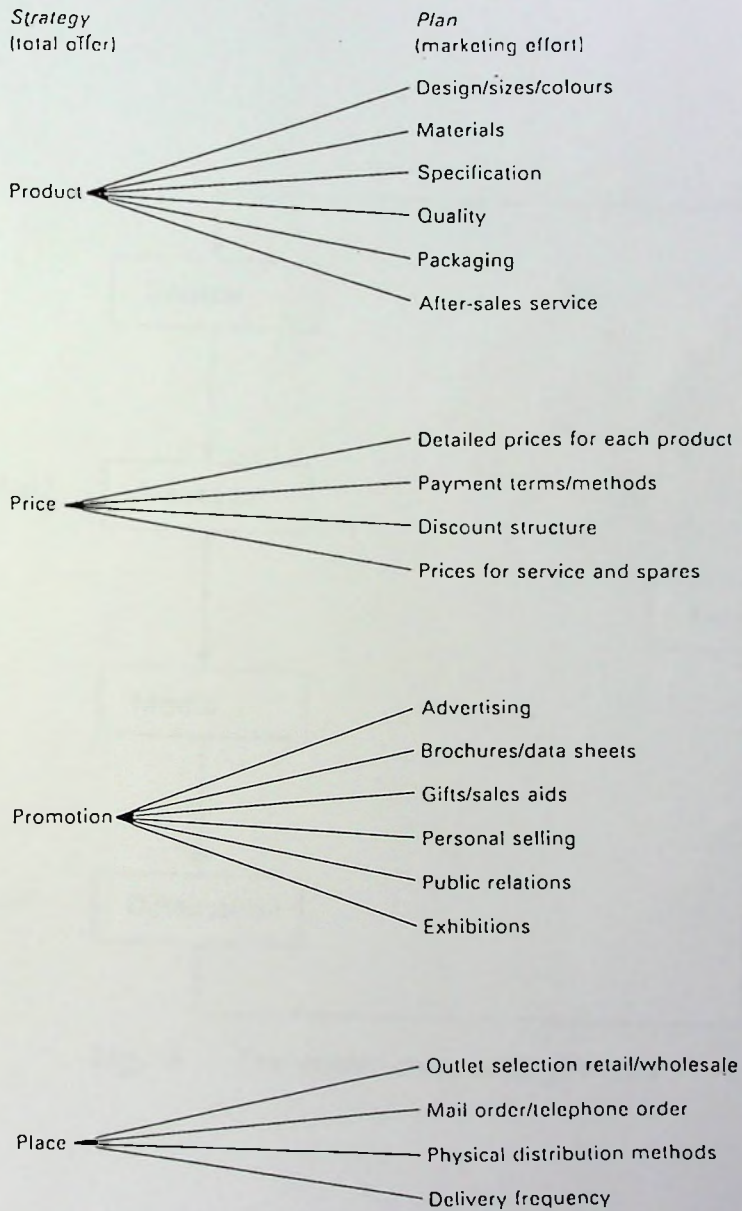


Fig.ii The total offer and the marketing plan

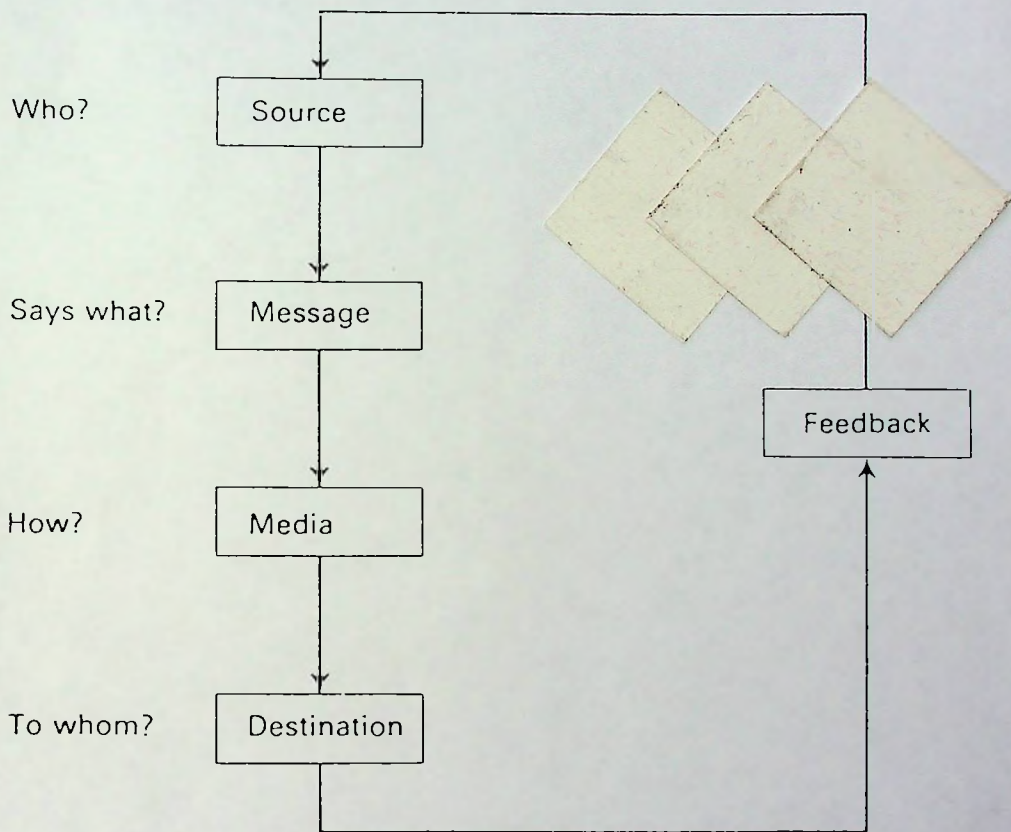


Fig. iii The communications process